



Nexa: Transforming Brampton's Career Ecosystem



Introduction

Partnership to Enhance Economic Growth and Job Placement for Brampton Residents

- **Nexa is an AI-driven career services platform built to solve the challenges of outdated career service operations by connecting job seekers with employers, enhancing job placement rates, and streamlining career service processes.**
- **How Nexa can support Brampton's economic growth and employment rates.**

Challenges Facing Brampton

The Economic Landscape of Brampton

- Brampton has 104,530 registered businesses, a growing hub of commerce .
- Unemployment rates are on the rise at 10%, reflecting a wider challenge in placing residents in skilled positions.
- A significant percentage of new businesses lack access to job-ready talent, impacting productivity and growth.
- Youth unemployment remains a pressing issue, with many young people struggling to transition into skilled roles after education .
- With 1.9% tax increases below inflation rates , there is pressure to use city resources wisely to boost economic activity without raising taxes further.

Nexa's Solutions for Brampton

How Nexa Can Solve Brampton's Challenges

- **Enhanced Job Placement for Residents:** Nexa uses AI-powered tools to match job seekers with local employers more efficiently by having a personal recruiter on their side, reducing friction in the job market and boosting employment rates.
- **Real-Time Career Guidance:** Nexa helps upskill job seekers, providing real-time feedback on their resumes, interview skills, and more.
- **Employer Collaboration:** Nexa's platform allows employers to post job openings directly to a highly targeted pool of local candidates, making recruitment simpler and more effective.
- **Workforce Analytics:** Detailed data and insights into workforce readiness and gaps, helping the city align training programs to the actual needs of local employers.

Economic Impact of Implementing Nexa

The Economic Upside of Nexa in Brampton

- **Higher Employment Rates:** Connecting job seekers to local businesses will increase job placement rates by 30-50%.
- **Youth Empowerment:** Career tools specifically targeting Brampton's youth, helping them overcome entry barriers and access training opportunities in local industries.
- **Business Growth:** Streamlined recruitment processes for local businesses, enabling them to grow faster by finding qualified talent more efficiently.
- **Educational Partnerships:** Integration with local schools, colleges, and vocational centers to ensure students graduate job-ready.

Nexa In Action

Real Results from Nexa Implementations

- A workforce development centre saw a 25% increase in student job placement rates within the first six months of using Nexa.
- An education center in a neighboring city reduced its administrative workload by 40% through Nexa's automation of career services.
- Nexa's data-driven insights helped identify key skills gaps, enabling local organizations to tailor training programs that align directly with industry needs.

<https://trynexa.com>

How Brampton Residents Benefit from Nexa

Job Matching: AI-powered job matching that connects residents with roles tailored to their skills and experience.

- Upskilling Opportunities: Access to training and development resources that align with Brampton's growing industries (e.g., tech, manufacturing).
- Increased Community Engagement: Residents gain confidence and improve their employability with Nexa's real-time, personalized feedback.

Aligning with Brampton's 2040 Vision

Nexa supports Brampton's 2040 Vision by enhancing workforce development, supporting the growth of local industries, and fostering a sustainable economy.

- **Entrepreneurship Support: Nexa integrates with Brampton's Innovation District to provide tailored services for entrepreneurs and startups .**
- **Skilled Workforce: By helping residents acquire relevant skills, Nexa will enhance the town's competitiveness in attracting global businesses.**

Why Brampton Needs Nexa Today

Post-pandemic, Brampton needs an agile workforce to keep up with economic recovery and industry growth .

- **Youth Employment Crisis: With high youth unemployment, the city must act quickly to provide real tools for success.**
- **Aligning with New Developments: As Brampton continues to grow (Lululemon and Magna bringing thousands of jobs), it's crucial that the local talent pipeline is prepared .**



Get It Touch



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